

# Measuring Your Success

Look at your health behavior change objectives and decide how you can measure the achievement of those objectives. Depending on your communication objectives, the indicators you choose may differ:

- Actual production and distribution of materials among the target group(s)
- Number of people trained
- Number of radio spots aired
- Findings from surveys of reported behavior or attitude
- Questionnaires (with information knowledge exams)
- Observations of activities
- Sales reports
- Attendance records (e.g., number of clinic visits)
- Recall of messages in random surveys
- Self-reported movement from one stage of behavioral change to the next
- Other measures that you may develop